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CLAIMS

What is claimed is:

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1. A method for tracking the distribution of content electronically, comprising the steps of:
- 10 (a) incorporating an electronic storage medium tracking identifier onto an electronic storage medium;
- ✓ (b) incorporating a package tracking identifier onto a package in which the electronic storage medium is stored;
- (c) storing the tracking identifiers in a database;
- 15 ✓ (d) detecting the tracking information when the package is coupled with a computer;
- (e) transmitting the tracking information to a server computer; and
- (f) determining appropriate updated information utilizing logic in the server computer to transmit to the computer.
- 20 2. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine the retailer that sold the package.
3. A method for tracking the distribution of content electronically as recited in claim 1,
- 25 wherein the server computer performs a table lookup to determine one or more authorized titles.
4. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer transmits an information banner to the computer.
- 30 5. A method for tracking the distribution of content electronically as recited in claim 1, wherein a transaction is written to a database memorializing processing.
6. An apparatus for tracking the distribution of content electronically, comprising;
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- 5 (a) a optical disc electronic storage medium having a burst cut area; and
(b) a digital code stored in the burst cut area;
(c) the digital code representative of an identifier of content on the optical disc electronic storage medium;
(d) the apparatus including logic that detects the tracking information when the electronic storage medium is coupled with a computer;
10 (e) the apparatus including logic that transmits the tracking information to a server computer; and
(f) the apparatus including logic in the server computer that determines appropriate updated information to transmit to the computer.
- 15 7. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein the server computer performs a table lookup to determine the retailer that sold the package.
- 20 8. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein the server computer performs a table lookup to determine one or more authorized titles.
- 25 9. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein the server computer transmits an information banner to the computer.
10. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein a transaction is written to a database memorializing processing.
- 30 11. A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having an identifier incorporated thereon, the program comprising:
(a) a code segment that reads the identifier of the electronic storage medium upon being input into a computer by a user;

- 5 (b) ✓ a code segment that detects the tracking information when the package is coupled with a computer;
- (c) a code segment that transmits the tracking information to a server computer; and
- (d) a code segment in the server computer that determines appropriate updated information to transmit to the computer.

10 12. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein the server computer performs a table lookup to determine the retailer that sold the package.

15 13. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein the server computer performs a table lookup to determine one or more authorized titles.

20 14. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein the server computer initiates authorized playback of authorized information utilizing a transaction from the server computer.

25 15. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, wherein a transaction is written to a database memorializing processing.

30 16. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, including a code segment that receives live update information from the server computer.

17. The program for identifying and providing a response to use of an electronic storage medium having an identifier incorporated thereon as recited in claim 11, including a code segment that transmits an informational banner to the computer.

the program for identifying and pro
medium having an identifier incorp
ode segment that posts indicia of v
atabase.

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